### Speaking with confidence
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- A confident communicator is grounded, comfortable in their own skin, at ease and natural, whether it's in a one-on-one conversation, a meeting at work or school, or a large presentation setting. Effective communication is a key skill in business, and I'm here to show you ways to be your best. Hi, I'm Jeff Ansell, and welcome to "Communicating With Confidence." In this course, I'll show you ways you can get over your fear of public speaking, and become an effective communicator. I'll start by going over techniques you can use to sound more confident, then I'll go over ways to use your body language and gestures to look more confident. I'll cover a few ways to overcome the anxiety you might feel in public speaking situations. And finally, I'll show you how to bring it all together by going through some real coaching exercises. Let's get started with "Communicating With Confidence."

### What makes a good speaker?
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- To me, a good communicator is not somebody who's smooth and polished and never says uh. Everyone says uh sometimes, including me, and I'm not bad at this. Being a good speaker has nothing to do with being glib and articulate. To me, being a good speaker, a confident communicator, means looking like you mean what you're talking about and sounding like you mean what you're talking about. A good speaker draws you in and engages you. A good speaker makes you feel they're talking directly to you even though dozens or maybe hundreds of thousands are watching. To me, that's charisma, that's the recipe for being a confident communicator. Confident communicators connect to others through words, gestures, and voice. Of the three, words, gestures, and voice, which do you think is most impacting when people are determining your attitudes and emotions? A study conducted by UCLA determined that people interpret the attitudes and emotions of others on the basis of three factors. I call them the three Vs. The visual: how we look and carry ourselves, our facial expression. The vocal: how we sound, our tone, our volume. And the verbal: words we use to communicate. So which do you think is most important? How you look, how you sound, or what you say? Now all are important, but here's what the study discovered. The study found that 55% of the way people interpret your attitudes and emotions is through the visual. 38% of the way people interpret your attitudes and emotions is through the vocal. 7% of the way people interpret your attitudes and emotions is through the verbal. Despite that low number, words are important. And of equal if not greater importance is having the ability to deliver words with conviction. Inspiring words can change the world, and have. A confident communicator is someone who's thoughtful with words, who recognizes the impact of language, and has facial expression that reflects the mood and texture of what's being said, someone whose voice owns the message. So you look like you mean what you're talking about and sound like you mean what you're talking about. To do that, we have to know how we want to come across and be seen by others. For instance, if you're delivering a presentation on a bold new plan, what words would you use to describe how you want to see yourself and have others see you? Words, I'm sure, like confident, knowledgeable, and engaging to name a few. If you're in a conversation delivering a tough message, what words would you use then to convey how you want to see yourself and how you want others to see you? Words perhaps like genuine, concerned, empathetic. A good speaker is also someone who's willing to be vulnerable in front of others. Sometimes it's through a heartwarming story of loss or failure. Other times it's through the sharing of an experience that holds meaning for you as well. A good speaker touches you, a good speaker makes you listen, a good speaker can make you act. A good speaker is connected, connected to themselves and connected to those they talk to. All of these qualities come together so the speaker sounds and looks like they know what they're talking about.

### What holds people back?
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- Ever notice how some people who speak with confidence in everyday conversation or in meetings at work or school suddenly become stilted when they stand and speak in a group setting? The person who two minutes ago was interesting, engaging, and confident now comes across as boring, disconnected and lacking in confidence. What happened? Why is it that someone relaxed and confident in everyday conversation can't be the same way always? After all, in one on one conversation or informal settings they can be great communicators. The problem is that a wave of awkwardness washes over people as soon as the spotlight is on them. They're fine just chatting but when all eyes are on them anxiety takes over. Part of the reason might actually be primal, you know. Neuroscientists tell us the ability to zero in on a target by fixing your gaze on the target was necessary for hunting prey. So, back in the days when human beings lived in caves and were hunter-gatherers if everyone in the cave was looking at someone in other words, all eyes were focused on one person it wasn't usually for a positive reason. Being the center of attention was cause for worry and fear to set in. Fast forward to today and it's easy to see why many people are unnerved when a whole bunch of eyes are focused on them. Speaking in public can make us feel vulnerable. What if I say something wrong? What if they think I'm boring? What if I lose my place? Because I myself, have flirted with public speaking anxiety I know how terrifying it can be for some. Aside from nerves, a number of factors hold people back from being confident communicators. Sometimes it's the high expectation that people set for themselves. Feeling a need to be perfect speakers. Never saying um or uh. And then, as soon as they stumble that's all they can focus on, the stumble. And it can go downhill from there. For some, the issue is not knowing what to say or a lack of preparation or a feeling they don't know their subject well enough. Because after all, content is key. Even the most confident of communicators needs to know what they're talking about. All the confidence in the world will not mask the fact we don't know what we're talking about if in fact, that's the case. Others worry about the people they're talking to or an audience, if there is one. What if they challenge me? What if they disagree with what I say? What if they ask a question I just won't know how to answer? There are also those people who had a bad experience speaking in public in the past and now whenever they get up to speak they say to themselves I hope I don't screw up, I hope I don't screw up. And of course, what's sure to happen at that point? They disconnect from their subject. They disconnect from the audience. They disconnect from themselves. They screw up and sometimes don't recover. Much of the problem can be blamed on what I refer to as racing brain syndrome or RBS. RBS happens when what you are saying and what you are thinking are out of sync. In other words, your brain is here and your tongue is here and they're in a race with each other. Usually, the brain leads the way while the mouth struggles to catch on. Sometimes it's the other way around. And it's in the space between the brain and the tongue where nervousness kicks in as we feverishly ask ourselves what am I going to say next? At the same time, the heart starts to beat quickly. You discover you can't catch your breath. You end up talking quickly at this point so you'll be finished faster. The problem often times is that when it comes to being a confident communicator people try hard. They work at it. They read books on how to be good at it. They go for speaker training or belong to clubs that focus on public speaking. They try hard to be a better speaker. And some people, I imagine, do have to try hard. Most though, ought to consider another approach. Instead of trying hard how about trying easy? Throughout the rest of this course we'll look a few simple steps and that's all it takes to transform ourselves from uneasy speakers into connected, compelling, confident communicators.

### Connecting with yourself
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- What often keeps us from being a confident communicator is that we get in the way of ourselves. Oftentimes when I coach people after they're done speaking, I ask them whether they felt connected to me and/or others in the room, or were they just hurling words at people, or a combination of both. What I mostly hear back is hurling. People feel themselves hurling words because they are so deep inside their own head, it's almost as if they're talking to themselves. Well after training thousands of people to be confident communicators, I can tell you that the problem is people fall into what I call the endless loop trap. The endless loop trap is where people keep repeating the same relatively ineffective patterns of behavior in the way they communicate. What they do is toss information at people in a detached, disconnected manner. The endless loop trap is essentially a one-way communication, most of it taking place in our head. And that's a sure fire way to lose the audience's attention and at the same time appear to be less than confident. A one-way communicator deep in their own head is probably not even thinking about what they're talking about because their mind is already searching for the next thing to say, and they toss the information out there in the mistaken presumption that just because they say it, people are going to get it. A one-way communication cuts us off from other people. What's happening is that the one-way communicator is paying scant attention to the people they're talking to. It becomes all about them, and they separate themselves from the people they're talking to. You know, I used to think it was a real strength to be able to think quickly on your feet. And then, after 35 years, it hit me like a ton of bricks. That's the problem: we're thinking way too fast. So what we need to do is get out of our own way and get out of our own head where we're trapped in anxiety and self-doubt. We need to center ourselves and connect to ourselves. The best way is to begin every important communication, presentation, or encounter by asking yourself, before and during the communication, what words would I use to describe how I want to be seen and perceived in this moment, in this situation? Those words could include confident, clear, succinct, interesting, engaging, informative, concerned, helpful, maybe even enlightening. So rather than telling ourselves, oh, I feel anxious, instead, remember those words and be mindful of those words with everything you say and how you say it. You see, by giving thought to how you want to come across before and during an important communication, you now have a direction. It's an essential step towards getting out of your own head where you make it all about yourself.

### Connecting with others
Selecting transcript lines in this section will navigate to timestamp in the video
- Connecting with others means making it about the person you're talking to, or if it's a group, the people you're talking to. We do that by turning every important communication into a two-way communication. I define meaningful two-way communication very simply as the delivery of one thought at one time. Whether it's a one-on-one conversation during a meeting at work or school, or in a large presentation setting, one thought at one time, and focus on the one thought as you say it. Delivering one thought at one time slows down the racing brain. Delivering one thought at one time keeps you in the present instant. One thought, one time, lets you gauge whether people are understanding the information you're presenting. It lets you pay more attention to the people you're talking to, instead of focusing and fixating on yourself. So let's give this a for instance. Let's imagine you're delivering a presentation to your company's executive team, and you ask them to double your marketing budget. In that instance, someone mired in the endless loop trap, snared in that one-way style of communication, would be deep in their head with their brain racing onto the next thought and the thought after that. What if the executive team says no? What if the executive team pushes back? What do I do then? Do I have a plan if they say no? Oh, no, I just saw my boss rolling her eyes and shaking her head no. What do I do now? What do I say now? Usually in the instant we catch the eye roll and head shake, we almost pretend we didn't see it because if we did, that might mean we would need to address it. So instead, we keep going, barrelling through, likely speaking even more quickly than before. On the other hand, when a two-way communicator makes the request to double the marketing budget, they're paying careful attention to how executives in the room respond, especially the people considered to be the key influencers. If a two-way communicator sees the boss rolling her eyes and shaking her head no, the person speaking has a choice. The first choice is to address the boss' concern by saying something like, "I realize we're experiencing budgetary restraints "and that my request isn't coming at the best time. "Here's why it's a good move "that could in fact grow our business." And then they go on to explain. The second choice is to note the boss' reaction and deal with it later, maybe even during a coffee break. There's no right or wrong choice here, but at the very least, you're making that decision in real time, in that instant. A two-way communicator pays attention to how people receive their information, one thought at one time, giving them the presence of mind to be agile and responsive in the moment. Connecting to your audience thought by thought centers you.

### Breathing properly
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- Do you ever stop to recognize that often in stressful situations, especially when your confidence is low, that your breathing goes haywire? In moments of nervousness, during meetings, presentations, or difficult conversations, people can lose touch with themselves. Sometimes they stop breathing or engage in shallow gasps forcing their chest to pump and heart to beat fast. Often they're not breathing at all, instead holding their breath, and that leaves us more tense and less natural. When we engage in high-chested breathing or hold our breath we cut our oxygen supply, making it difficult for us to think or concentrate. Now within the context of communicating we stop breathing when we lose our place, forget what we want to say, or when someone asks a tough question. That's why breathing is especially important when you're listening to a question. I even advise people to write the word breathe on every page of their notes to give them reminders not to seize up. The reason we seize up is that our body's experiencing the release of stress inducing hormones like cortisol, norepinephrine, and noradrenaline released by what's known as the autonomic or involuntary nervous system. Juicing through your body, these hormones are headed straight for the central nervous system. The result, an increased heart rate, higher blood pressure, dilated pupils, decreased saliva in our mouth, we sweat, and of course we deprive ourselves of oxygen. Then what happens is we become disoriented, and experience the separation of cognitive functioning and verbal skills. That's where the brain and tongue part company. We need to breathe, because in that anxious moment we're standing on the precipice of fight or flight. Do I stay here and keep talking, do I freeze or do I run? Those are the choices we have when fight or flight happens. Well we know we don't want to freeze. We know we can't run as much as we would like to. So the only choice left is to stay and keep talking. And in that moment in time we gird ourselves for survival. We say to ourselves, please don't let me screw up, please don't let me screw up. And our sole objective in that instant is to get out of there unscathed, in one piece, while we continue to hold our breath or barely breath at all. All the while our heart is beating like a jack rabbit and our brain is running on fumes. Knowing how to properly breathe helps us. Learning to breathe properly helps soothe the autonomic nervous system through Ujjayi breath, and those of you familiar with yoga have likely heard of it. Ujjayi breath is diaphragmatic breathing. The oxygen we take in first fills the lower part of our belly and then rises up through the chest. Increasing the amount of oxygen we take in helps build internal body heat. And what that does is naturally relax the sympathetic portion of the autonomic nervous system. That's the part of our nervous system that triggers panic. So here's how to stay calm and focused before and during a presentation, especially if you're experiencing anxiety. Pull your belly in slowly as you exhale through your nose. Then as you inhale, relax your belly muscle, all the while do not move your chest. Breath out, belly in, breathe in, belly out. Nice and slow. Breath in, belly out, breath out, belly in. Make every breath last three to five seconds, breath in, belly out, breath out, belly in. Use your nose, it warms and filters the air. Breath in, belly out, breath out, belly in. Breathing this way helps you relax and think more clearly. Breathe in, belly out, breathe out, belly in. Breathing this way actually puts pressure on the diaphragm, which in turn activates what's called the vagus nerve, which produces the relaxation response. Remembering to breath this way does require discipline, I mean after all, we're reversing a lifetime of habit. And it's not just the way to breathe to induce relaxation, it's a form of breathing that serves us well 24/7, especially those of us prone to anxiety.

### Knowing what to say
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- Preparation is essential when it comes to communicating with confidence, especially if the conversation is difficult, and especially if it's an important presentation. Strong content is critical. A confident communicator without meaningful content is quickly exposed, regardless of how good their speaking skills may be. What every communicator needs are messages. Messages are what we want people to come away with. First, simple words always work best. As I like to say, don't talk fancy. That means use words so simple that someone with English as a third language understands everything you say. The next important element to creating messages is to use short sentences. And I must tell for many people that's not easy, because we often use conjunctions to link our thoughts, which by itself elongates the sentence, and those conjunctives include and, but, which, rather, however, because, whereas, in respect of, and the end of the sentence becomes elusive, and racing brain syndrome is responsible for some of it, and at the end of the sentence, listeners come away with a muddled message because really, what I've just done now is a mind dump making for one long sentence. That sentence had 100 words in it, that was a mouthful. Many of us cram as many words as possible into a sentence. And sometimes one thought leads to another, which reminds us of this. And oh yes, I must tell you that. So what to do instead? Make your point, and put a period in there. Make your next point, and put a period in there. One thought, one time, one short sentence. For some, the process of determining what to say can be frustrating, intimidating and time consuming. During the preparation process, many people aren't always certain of how to get their creative juices flowing. For some, the problem lies with how to structure what it is they say. Without meaningful structure, the end result can be a hodgepodge of disassociated ideas that leave people confused or disinterested, and make the person talking look unfocused, and sound as if they're rambling. When that happens, the speaker's credibility is questioned, and what they say comes across as unclear. So while you're preparing your messages, identify your desired outcome. Are you hoping to persuade people? Are you introducing a new idea? What is it you need to consider the conversation or presentation a success? Then, determine the words that best illustrate how you want to come across. Is it confident? Is it inspiring? What words best speak to how you want to be seen? Once you settle on your desired outcome and choose the words to convey how you want to be seen, you're ready to put your thoughts together.

### Organizing your thoughts
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- The simplest, fastest and most productive way to prepare presentations, or briefings or meeting notes is to use index cards or cue cards to organize your thoughts. Identify one thought at one time and then capture that single thought on an index card. The beauty of this approach is that it frees you from the need to prepare your content in a flowing, logical manner. We start by defining our purpose of the presentation. Without a clear and defined purpose, your presentation will have direction and focus. To help you pinpoint the purpose, answer the following questions. Is the presentation to inform or persuade? Is the presentation aimed at getting the audience to take action? What do I hope to accomplish with the presentation? When you've identified your precise purpose, write it on an index card labeled purpose, then set the card aside to use as reference. Next, move to the middle to create your main ideas. Main ideas are the three or four principal points you want to communicate to your audience. If your presentation has more than three or four main ideas, you run the risk of leaving people with a fuzzy message. By highlighting three or four main ideas, your presentation has structure and it's easy to follow. So decide your main ideas. Use fresh index cards each labeled main idea. In bullet point form, write each main idea on separate cards by separating each main idea on different index cards, you have flexibility in the order you later give the cards. Now that the focus of your presentation is in place, assemble the details to bring your main ideas to life. Details put the meat on the bones of your main ideas. Use one detail per index card. Write in bullet point form, use as few words as possible per card. Develop your details with, for example, information relevant to the audience, statistics that are rounded off, descriptive word pictures to help people visualize, anecdotes/analogies, visual aids if needed to help the audience understand. After writing each detail on separate index cards, place the detail cards with the main ideas they relate to. So it begins to look like you're playing solitaire. Use as many details as necessary to make your points. Now you're ready to write the introduction. If you don't quickly engage people in a presentation and give people a reason to listen to you, it's going to be difficult capturing their attention from that point on. You must give the audience a reason to listen in the very first sentence. In your opening statements to the audience, if you can, give your audience a stake in the presentation. Tell them the single most important reason why they should listen to you. Open your presentation with energy and enthusiasm and you'll capture the audience's attention. Now it's time to create the conclusion. Interestingly enough, conclusions are often the part of the presentations that people remember best. The conclusion therefore, offers opportunity to stress benefits and wrap up your presentation in a clear, succinct manner. Then, issue a call to action, tell people what you want them to do or need from them as a result of your information. Here's what to do now, put the index cards in order by following this sequence. Start with the introduction card, then go to your first main idea, support that main idea with its details in the appropriate order, then go to your next main idea followed by its details. After sequencing all main ideas and details, end with the conclusion card. Review the first card you wrote, the purpose card, to ensure you've achieved your objective in writing the presentation. Because you have few words on each card, you'll be speaking extemporaneously. That way, your natural style will come through. Now for some people who prefer to use a text when they present, the index card approach offers a concise, coherent, first draft of the presentation. All that's required is to turn the index cards to the pros if that's the preferred method of delivery. Now you know what you want to say to be a confident communicator, you need to say it like you mean it.

### Making every word count
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- We use words to reach out and connect to others. To make every word count, you need to choose your words carefully and express them meaningfully and enunciate them clearly. There are many, like me, who believe that once words are introduced into the universe, they don't go away. Just think of something nice that someone said to you years ago. You can almost relive the moment. Think back to when you were younger and someone said something insensitive to you or in front of you. Years can pass, yet what those people said long ago, positive or negative, is memorable. So we need to make every word count by choosing our words carefully. I mean, after all, if a word isn't important, why are you using it? We need to express our words meaningfully by making every sentence sound different. You know, we do that already during everyday conversation. We make our voices more interesting, especially if we're telling a good story. Yet when people have to communicate information to others, in a group, a meeting, or a presentation, they slip into a monotone. Because your voice reveals so much about your attitudes and emotions, use it to the fullest by changing pace, volume, and inflection. Think of the way you tell a story to engage listeners. You use your voice expressively. When we're connected to what we say dynamically, naturally, inflection kicks in and takes care of that for us. If we are not connected to what we say, we can still sound it by taking the mechanical approach by finding at least one word in every sentence worthy of emphasis. You can emphasize any word. You can emphasize any word. You can emphasize any word. You can emphasize any word. You can emphasize any word. It's unlikely people in the audience will say, oh, Elizabeth just emphasized the wrong word. Along with expressing words meaningfully, we need to enunciate every single word. Now, that can be a challenge for people, especially those who speak quickly. Because when we speak quickly, one word easily blurs into the next, and syllables get lost. Mumble mouth happens to the best of us. When I was on TV and radio, I used to do an exercise before I went on air. It's an exercise designed to limber up the lips and get the mouth moving. Here's how it goes. Have something to read in front of you. Then, take a pen or pencil, place it between your teeth, and gently clamp down. Don't bite the pen, just ensure it won't fall out of your mouth. Then start reading with the pen between your lips, doing your best to enunciate each and every word. Do this for about 60 seconds or so, really putting your lip and face muscles to work. Then, at the end of the minute, take the pen out of your mouth and start reading again. You'll notice how much better you'll be enunciating. Try this exercise once a day. It can work wonders for you. Choosing our words carefully, expressing them meaningfully, and enunciating them clearly is how we make our words count.

### Sounding confident
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- I want to talk about something many of us do without even realizing it? It's very common? In fact, it's called high rising terminal? That's a fancy term for what most of us call uptalk. Uptalk is when we end sentences on up inflections. Uptalk undermines our authority and makes us sound uncertain because every sentence is ending with the equivalent of a question mark. My name is Jeff Ansell? Can somebody please confirm that? A study conducted years ago in Australia found that uptalk is twice as prevalent among young people as it is in older people, and even though men do it too, it's women who tend to engage in uptalk more often. The Australian researchers think women use uptalk more to facilitate conversation, thinking that it encourages others to participate in a conversation. Some people think, too, that uptalk is used to subtly let others know we're not quite finished speaking yet, thus discouraging others from jumping in and interrupting us. A professor by the name of Robin Lakoff studied women's speech patterns. Professor Lakoff is an expert in linguistics. She found that women have been conditioned to express themselves in ways that lacked power, authority, and confidence. One way is through what she calls hedging, the use of phrases like, "Sort of," "Kind of," "It seems like." Politeness is a factor in how women speak, according to the professor. They tend to say things like, "Would you mind," "If it's not too much to ask," "Is it okay if?" Women also apologize more than men. They tend to make statements like, "I'm sorry, but I think that." Be mindful of how often we say, "I think," or, "I believe," when we're talking about something we know to be a fact. "I think" and "I believe" are appropriate when offering an opinion. "I think there might be life on other planets." But to say, "I think it's important to be a confident communicator," doesn't require the qualifier at the top of the sentence. Saying, "It's important to be a confident communicator," and lopping off the I think in front of it, turns an opinion into a fact. Change your inflection or tone when changing topics. Don't be monotone. If every sentence sounds the same, what did you just say that was worth hearing? Make every sentence sound different. Play with your voice. Take people on a ride with your voice. If you're speaking during a conference call, consider standing while you wear a headset or earpiece. Standing while you speak provides you with an extra 10 heartbeats a minute, which works in your favor as long as you're breathing. Standing while you speak adds energy to your voice. Walking around while you're on the call also allows you to expel nervous energy. By the way, if you tend to speak with your lips close together, try opening your mouth more. You're likely to hear a richer sound. Talk softly, talk normally, talk loudly, and mix and match depending on your content. For example, we need to enter new markets! We need to sell more products! If we do not change the way we do business, our very existence is in jeopardy. You can also do it the other way around. We need to enter new markets. we need to sell more products. If we do not change the way we do business, our very existence is in jeopardy! So, change your tone and/or speak more loudly, or more softly, to stress important points. By the way, when you're asking someone to do something, a softer voice often works best. Talking in a monotone is a sure way to get people to stop listening. Talking in a monotone makes our ears glaze over. Speak with energy and conviction. Put life into your voice! Experiment with your voice in everyday conversation.

### Power of the pause
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- How many times you've been to a lecture, workshop, seminar or speech, the speaker was talking quickly and at the same time speaking in a monotone? If I were to talk like this for the next few minutes, would I have your attention all the way through to the end, yes or no? No. You'd be looking at your phone, you'd be thinking about dinner, anything but what the speaker was saying. But what if suddenly that fast talking monotone speaker suddenly stops talking? What happens then? The audience looks up. Now the speaker has their attention. The audience is listening, but to what? Silence. The speech maker is up there talking up a storm and no one's listening. And all of a sudden they stop talking, the audience is all ears. Pauses are powerful, pausing lets a speaker connect with people in a more meaningful way. Let's talk about pausing from the outside in and then from the inside out. First outside in. Why listeners need you to pause. When you say something important, listeners need time to think. What happens when we speak quickly is that we're not giving people ample time to hear, listen, think, process, assimilate, and store what we say. The problem is that the fast talker has already delivered five more sentences that went right by us because we were thinking about what they said a moment ago. Pausing gives people time to think. How long do we pause for? That's up to you. Look at the people you're talking to, watch their faces, their facial expression will tell you if you need to stop so they can think about what you said. Now some people speak quickly out of habit, they've been doing it all their life, then there are those who speak quickly because they have passion for what they're talking about. And that passion is reflected through the fast way they talk. My concern is that people might think we're speaking quickly because we're nervous, that's what people do, they talk quickly when they're nervous. Now let's talk about pausing from the inside out, what pausing accomplishes for the speaker. Pausing shows people we're confident. Compare these two approaches, I'm here to talk to you about changing your life, a lot of people I talk to treat their life like it's some sort of sentient machine that moves continuously, independently at its own pace. They feel like cogs in that machine, watching passively as it takes its course, they don't realize just how much control they actually have over their lives. Or I'm here to talk to you about changing your life. A lot of people I talk to treat their life like it's some sort of sentient machine that moves continuously, independently at its own pace. They feel like cogs in that machine, watching passively as it takes its course. They don't realize just how much control they actually have over their lives. See and hear the difference? Here's an exercise I do to help people pause when they speak. Try it with your friends or colleagues. I stand in the back of the room and I raise and lower my hand as if I'm a traffic cop. When I raise my hand, it means the speaker should stop talking, pause and simply breathe. When I lower my hand, they continue talking. What I'm looking for are natural breakpoints, good morning, I'm grateful to be here today. In our time together, my hope is to bring you up to speed on our project so far. You get the idea. When conducting this exercise, I begin by asking people to be patient with me as we're likely to step on each other's toes for a moment or so. And the exercise can get awkward, especially if the speaker stops talking in the middle of a word. So a few more tips now on pausing. More often than not, pause before and after most sentences. When you say something truly important or meaningful, pause long enough so people can process what you just said. If you're asking a rhetorical question like why is it necessary to pause? Stop talking long enough for people to wonder, does he expect me to answer? Pausing is also effective when you're making a request or issuing a call to action. By adding pauses, you're able to allow your listeners to absorb all of the information you're giving them and at the same time, make you seem more confident. To help yourself remember, write the word pause or the letter P on each index card you use or on each page of your notes, just to give yourself constant reminders to slow down.

### Slowing down
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- For those of us who habitually speak quickly, here are a few good ways to slow yourself down. Rather than speaking quickly, letting one word run into the others, slightly stretch the vowel sounds in each word. Slightly stretching the vowels allows you to linger longer over each word and connect to its meaning and impact. What that does is help you deliver one thought at one time. Here's another way to slow down when you talk. Visualize your brain and tongue moving in perfect synchronicity, brain here, mouth here. Right now as I'm speaking to you, I have no idea what's going to be in my next sentence because I'm focusing on what I'm saying as I say it. Tethering your brain and tongue helps you deliver that one thought at one time. Talking slowly helps you control what you say as you say it. Sometimes, uh, when people speak quickly, uh, they're so uncomfortable, uh, with silence, that, um, they speak very quickly and riddle their words with uh, um, and guttural sounds. The uhs and the ums fill the space between our brain and our tongue, brain and tongue each fighting it out, resulting in that disconnection. Blame racing brain syndrome for that, and the fact the person talking probably isn't breathing right. Instead of saying uh and um, only say a word when you know what that word is. Because what's happening now is a speaker, uh, is searching for, uh, the right words, and um, in their effort, uh, uh, to find that, uh, right word, they, uh, uh, say um a lot. Whereas if the speaker pauses and breathes during the pause, what they'll find is that the words will flow to them, making them more articulate than ever. A lot of us don't even realize we say uh or um a lot. So I'm going to share with you a fun exercise to help us say it less often and help us slow down. Try this exercise with friends or colleagues. Try not to say uh and um. And if you do, people in the room will clap. Say uh or um a lot during this exercise and it'll sound as if you're getting a big round of applause, only not for the right reasons. Pausing instead of using uh or um allows a speaker to slow down and breathe properly. So be sure to breathe during the pause. Otherwise, it gives us the deer in the headlights look. By slowing down, you're able to control every single word and add emphasis to important points. As a byproduct of slowing down, you build up drama as the audience draws closer and wonders what you'll say next.

### Using your eyes
Selecting transcript lines in this section will navigate to timestamp in the video
- You can tell a lot about how a person feels or what it is they're thinking simply by observing how they use their eyes. You can tell a person's level of connection to an audience or their subject for that matter again by observing their eyes. When a person's eyes are flitting around barely connecting with other eyes, it likely means the speaker is deep inside their own head probably experiencing racing brain syndrome struggling to get their brain and tongue in sync as reflected in eyes that constantly move. When our eyes dart around, it makes us look nervous or hesitant, lacking in confidence. So instead, use your eyes to show your confidence. To have good eye contact during conversations, meetings and presentations, deliver one thought to one face at one time and hold your eyes for a second or so to confirm the thought was caught then as if to say thank you very much for engaging, now I'll go to the other side of the room. Move to another face to deliver your thought and so on and when I say one thought, one time, one face, it doesn't mean a series of thoughts unless that's what you intend. When you deliver an especially powerful line, keep your eye contact with the audience for a couple of seconds longer than usual to give your words added emphasis and to ensure your message got through. So for example, that means we need to move and move quickly if we're going to succeed. Here's an added benefit by focusing one face for one thought at one time. It helps calm you especially if you're speaking to a large group. You see, by focusing on one face at one time, it's as if you're just speaking to one person. Be mindful not to stay on the same face however. People do after all tend to gravitate to one or two friendly faces while ignoring others. By recreating the dynamic of speaking to one person, you're likely to be more relaxed and probably a lot more conversational. You're simply talking to one person for the delivery of one thought with a bunch of others listening in. Try to the best of your ability to have good eye contact at the top of a sentence and at the end of a sentence. If you need to look down at your notes in the middle of a sentence, that's fine as long as you don't give people the impression you're reading. For instance, what I need you to do now is look at your life as if it's a movie and you're the director of the movie choosing the actors and choosing the scenes. You can also look confident by holding your eyes on the audience without even speaking. Do that by looking at your notes if you're using them then look up and don't talk. Just look as if you're in deep thought and then deliver the line. It looks like this. There can be as many plot twists as you want and it's never too late to turn the film on its head, scream cut and start from scratch. Having meaningful eye contact while reading a speech and being faithful to the text at the same time can be challenging. Having meaningful eye contact in everyday conversation is a great way to build discipline at work, with friends, with family at the dinner table. One thought, one face, one time. Here's a great exercise to build up eye contact and have some fun at the same time. I call it the eye game. The object of the game is for the speaker to deliver one thought to one face at one time. Here's how it works. Everyone except the speaker raises their hand high. The only way you can lower your hand is when the speaker delivers to you one thought to your face without turning away. So if the speaker says, sometimes the best thing a person can do with his or her life is dedicating a portion of it to helping where help is needed and they hold their eyes on you for a second or so and that's when your hand comes down but if they do this, sometimes the best thing a person can do with his or her life is dedicating a portion of it to helping people where help is needed, if they look away before the thought is complete then your hands stays up. Here's a hint. Short sentences work best. Use this exercise to practice using your eyes and focusing on one person for one thought.

### Talking with your hands
Selecting transcript lines in this section will navigate to timestamp in the video
- People ask me so many times what they should do with their hands when they speak. Should they use their hands? Should they not use their hands? Recently, I had a client tell me it's easier to know what to do with your hands when you make them go away and that's why some people don't use their hands when they speak and just leave them dangling by their side. Some people put their hands in their pocket. Some stand in the Prince Philip pose. Some stand in the fig leaf pose. So let's ask and answer the question. Is it okay to use your hands when you speak? I'm going to present now and I'll try to be as interesting as I can be. I'm going to breathe, I'll pause, I'll have good eye contact but I will not use my hands. More important than talking is listening but as we do so, are we skilled listeners? Active listening makes a difference. Or more important than talking is listening but as we do so, are we skilled listeners? Active listening makes a difference. See the difference? Talking with your hands comes naturally to us and offers so many benefits. First of all, the hands help us think. What's that word? Toaster. Using your hands can make you more interesting to look at and after all, 55% of the way people determine your attitudes and emotions is through the visual, body language. Give 'em something to look at. Talking with your hands makes your voice more interesting. You see the hand bone is connected to the voice bone. The more you use your hands, the stronger your voice, the more inflection in your voice. The more inflection in your voice, the easier it is for people to hear you and your messages and this is especially important for those who tend to speak softly or speak in a monotone. Talking with your hands makes you look like a leader. Tell me now if I look like a leader. Today I want to answer the question of what the future holds for our company. Pretty wishy-washy, huh? Using my hands in this lackadaisical manner makes me look as if I lack confidence. I can be brilliant at what I do but I'm using my hands in such a weak way you've pegged me as indecisive. Now tell me if I look like a leader. Today, I want to answer the question of what the future holds for our company. Look like a leader? You bet. Simply use your hands in a firm, purposeful manner as if to convey I meant to say that and unless you intended, try not to clench your fists because that can make us look nervous, angry or upset. One more benefit to using our hands when we talk, it can help us stay calm. You see, when we get nervous, our bodies tend to constrict. We become smaller, often with our hands at our side and if we're nervous and we're standing like this while we're speaking, all our anxiety is ricocheting from head to toe without escape. Using our hands when we talk helps us get rid of our anxiety. When we use our hands in a strong, purposeful fashion, we're flicking away the anxiety. Keep your fingers open and slightly spread with a slight curl and use them in a deliberate manner that gives emphasis to what you say as you say it.

### Gesturing naturally
Selecting transcript lines in this section will navigate to timestamp in the video
- If using your hands when you speak is new to you, you might feel as if you're waving them around like a lunatic. It always feels exaggerated when you're on the inside looking out. You may feel awkward talking with your hands, but to your audience it looks natural and has you coming across as confident. If people do use their hands, sometimes they keep them buried into their ribcage. So get some distance between your elbows and your ribs. And every once in a while, to show how confident you are, keep your hands out here, even when you're not talking. Be sure to change the motion of your hands to match the content. You can use a rolling gesture, for instance, if you're talking about a progression. You can use side-to-side movements if comparing topics. And know that crossing your arms makes you look defensive. Strong hand gestures are primal, designed to make us look bigger, but there are times when big, strong hand gestures are not called for. Sometimes when you're delivering a message and you want to convey a warmer side or when you're asking people to do something, the best gesture is this, palms up, in front of you. It's a primal gesture. No rocks, no knives, I come in peace. Here's an example. So I ask you now, join me in moving forward, because together we can make this work. By the way, sometimes when you're making a big ask or a request of someone, it's best to not only hold your palms up but also to speak in a softer voice, with more pauses, like this. So I ask you now, join me in moving forward, because together we can make this work. Now you may wonder, is there such a thing as too much hands? Yes, if the hand movement makes no sense or if it's repetitive hand motion that instead of taking away your anxiety, gives the audience anxiety, or if the gesture doesn't match what you're saying as you're saying it. There are two points I want to make. Must you have a hand gesture to go with every word out of your mouth? No, but recognize that your energy level drops as soon as your hands fall to your side. Notice your hand gestures in everyday interactions, and practice those while you're speaking in front of a group.

### Managing facial expression
Selecting transcript lines in this section will navigate to timestamp in the video
- To look like you mean what you're talking about, your facial expression needs to match your words. Use facial expression to show confidence. Use facial expression to help you deliver your message. One effective way to manage facial expression is to visualize what you're talking about as you talk about it. Make pictures in your head that bring what you're talking about to life. Connecting to that image and focusing on it allows you to stay in the current instant and have facial expression that's in sync with the message you're delivering. Facial expression that does not match the words being said delivers a mixed message. Here's an example. Imagine I'm a speaker opening a presentation or a speech. Good morning, everybody. I'm very happy to be here. Well that speaker didn't look or sound happy even though he claimed he was. The words did not match the facial expression. But if that same speaker says it like this, "Good morning, I'm very happy to be here today," now the facial expression matches the message. To give you the right facial expression, always let the mood, tone, and texture of what you're talking about be reflected in your eyes. I've got good news to deliver. I've got disappointing news to deliver. The eyes set the pace for the rest of the face. We want to have meaningful and genuine facial expression using our eyes to help lead the way. We want the look in our eye to convey confidence, conviction, and a connection. Some people have tendencies, however, that undermine their credibility. For instance, as I'm speaking to you at this very moment, how would you describe my facial expression? Would you say it's confident, knowledgeable, engaging? I bet you think I look unfocused. Why? Because I'm looking up. When people look it up, it appears as if they're lost or searching for something to say, or pleading to the heavens. Facial expression that conveys uncertainty undermines our believability. But I'm not uncertain. The only reason I was looking up is because, in that instant in time, I was thinking visually, and up here is where the pictures are parked. Looking up is common to all of us. We do it every day, we're not going to stop doing it. But if facial expression that has our eyes looking up has us appearing uncertain, could it be that facial expression with eyes that look down can help us look thoughtful? Now as I'm speaking to you, how does this look? What do you think I'm thinking about right now? What's for dinner? But you thought I was in some deep thought. Looking down and off to the side helps us look thoughtful. When I was a television news anchor, I needed the ability to smile on cue, but I didn't have the ability to smile on cue. When I tried to smile on demand, my face would contort inappropriately. People can tell when others are faking a smile. In a genuine smile, we raise the corners of the mouth, we raise our cheeks, and we get what's called crow's feet around the eyes. Anyone can raise the corner of the mouth, but showing crow's feet on our face is hard to fake. It's difficult to do at will, especially for somebody lacking in confidence. But to have crow's feet, you need to genuinely smile, so I needed to find a way to smile when a smile wouldn't come naturally. And I found it through raising my eyebrows, which lifts up my whole face. And here I am smiling. Do you have a hard time smiling naturally on cue? Do you look up without realizing it? Try recording yourself talking so you can see your facial expressions as you try to match them with your message.

### Nervousness is common
Selecting transcript lines in this section will navigate to timestamp in the video
- It's okay to have butterflies when we speak in public as long as they're flying in formation. Being a wee bit nervous is normal. Some of us, though, experience more than a wee bit of nervousness. When people tell me they get nervous speaking up in meetings or delivering presentations and speeches, I understand it completely. I get nervous too. In fact, people find this hard to believe, but when I was a TV news anchor and a radio host, I actually experienced panic attacks live on the air. The first time was when I quickly ran from the newsroom to the studio because I was on the air in a matter of seconds. And I rushed to the chair and I put on my microphone, and then just as I was about to start speaking, I couldn't catch my breath. I tried to speak. Nothing came out. My heart was racing. It felt like I was in the movie "Jaws" and a shark had grabbed me. I managed to squeeze a few words out, haltingly, swallowing a lot, unable to catch my breath. It was very upsetting, not to mention embarrassing as well. Nobody wants to have a panic attack in front of anyone, let alone several hundred thousand people watching TV. I knew that if I was going to speak in public or on TV or on the radio, I needed to overcome my anxiety so that I could genuinely communicate with confidence. And my initial breakthrough was when I took pressure off myself. I told myself that when I speak in public, I'm not important. Thinking that I was important when I was on TV or giving a speech put pressure on me, pressure not to show my nerves, pressure never to make a mistake, pressure to be a flawless presenter. I needed to take that pressure off myself. And my initial breakthrough came when I realized I needed to stop trying to be a perfect speaker. I didn't need to be perfect, because I wasn't important. What I say is important. And whether people get what I say, that's important. Me, the presenter, I'm not important. I'm simply the less-than-perfect vessel through which information flows, and I'm fine with that. Because I'm not important, I'm free now to focus on what truly is important.

### Making fake confidence real
Selecting transcript lines in this section will navigate to timestamp in the video
- Ever hear of the expression that sometimes the worst thing that can happen to you turns out to be the best thing that happened to you? After my handful of panic attacks live on the air, I learned how to breathe properly, and the problem went away, but not for good. It came back one more time. It happened when I was invited to be one of two keynote speakers at a convention in Texas. I flew into George Bush Intercontinental Airport in Houston only to discover that the other keynote speaker was former president George H. W. Bush. Never before had I shared a stage with a president. I was nervous. Now a little nervousness is fine and natural, but I was about to follow a former president on stage, plus there were about 2,000 people in the audience. As I stood backstage waiting to go on, my nervousness turned to anxiety, and I felt something grab my ankles. The shark was back. The same shark that tried to swallow me on live TV was back, and this was the worst possible time for this to happen. The speech I was about to give was important to me. So I told myself, "Pretend you're a client. "What would I tell a client in this moment of anxiety? "Breathe?" I'd been holding my breath. So I started to breathe. Breathe in, belly out, breathe out, belly in. And I felt the shark loosen its grip. Then I asked myself, "How do I want to come across?" And words like confident, engaging, interesting, informative and comfortable came to mind. The shark's grip weakened, but still had me trapped. Then just as I was about to go on stage, I saw my hands were shaking, and that's a tell for sure. I knew I couldn't let anyone see my hands shaking nervously because I'm supposed to be good at this. So I needed to find a way to cover up my anxiety, not to mention my shaking hands. And I'm grateful to say, I found a way. I did something that day that changed my life as a speaker. That day, I learned how to turn fake confidence into genuine confidence in a matter of seconds. My hands and arms did it for me. As I walked on stage, I said, "Good morning, everyone. "Thank you so much for inviting me to be here today. "President Bush spoke about life in the White House. "And I want to talk about life in the glare "of the media spotlight." And by that point, only seconds later, I had confidence, real confidence, not fake confidence. You see, when we're genuinely confident, hormones like endorphins and dopamine give us strong body language and conviction in our voice. So if genuine confidence helps us look strong, I discovered that day that looking strong can give us genuine confidence. Using my hands and arms in strong, bold gestures helped my brain believe I was genuinely confident. And I'm very happy to say that it went on to be one of the best talks I ever gave.

### FAQs
Selecting transcript lines in this section will navigate to timestamp in the video
- I often get asked situational questions, as in, "What do I do if?" Maybe you've even had a question in mind as we've gone through this course. Let's go through some of those commonly asked questions, and I'll provide the answers. What do I do if I'm asked a question that flusters me? When you're flustered by a question, use what I call the fluster strategy. There are three steps to the fluster strategy. The first step is to breathe, because we hold our breath in uncertain moments. Then, for step two, say, "Excuse me," or, "I beg your pardon" which suggests you did not hear the question. The person will then repeat the question. If you still don't know what to say, go to the third step in the fluster strategy and say, "Please help me understand the context "of the question." What that does is compel the questioner to provide you with more information upon which to frame a response. What do I do if someone clearly disagrees with me or doesn't believe what I'm saying? Ask them questions to reveal the core of their concerns. Peel away the layers of the onion. Doing so shows that you're open to other opinions and gives you additional credibility when you're ready to reassert your argument. What do I do if my audience seems uninterested? Pause for three to five seconds and remember to breathe. Silence is a powerful tool. Then, continue speaking with more energy and animation. At the same time, it can also be time for people to take a break. What do I do if someone is texting or emailing while I'm speaking? You can walk over and stand near that person while continuing to talk. You'll be surprised at how quickly this regains their attention. Or you may want to give them the benefit of the doubt, maybe they're dealing with something very pressing, like a sick child, for instance. So don't presume that you're the reason for their inattention. What do I do if someone interrupts me while I'm in the middle of making a point? It depends on who's doing the interrupting. If it's one of your bosses, you're encouraged to go with the interruption. If it's a colleague interrupting, ask for a moment to finish your thought by saying, "Kindly give me another few seconds to finish this thought." But sometimes an interruption can lead the conversation in a better direction, so you should be open to interruptions' counterpoints. What do I do if I'm asked a question I don't know the answer to? Tell the person asking the question that you want to be precise and specific, so you'll get back to him or her with the exact information.

### Wrap up
Selecting transcript lines in this section will navigate to timestamp in the video
- Any time you speak is an opportunity to practice one or more of the communications techniques you learned in this video series. Whether it's in a meeting at work or a conversation over coffee, be mindful of how you're communicating. First, be sure you're breathing. Focus on one thought at one time. Use inflection and emphasize words to strengthen your message. Have meaningful eye contact. Make peace with pausing. Talk with your hands. Use short simply worded sentences. And, above all, say it like you mean it and look like you mean it. By the way, there's no need to do all of this at once, that'll come over time. As you implement the techniques, consider honing your eye contact for the next week or so. Then, the week after, focus on pausing. The week after that, work on eye contact and pausing. Then, layer in the hands and so on. Remember, every day life offers the best opportunities to practice communicating with confidence anywhere, anytime.

### Hand gesture coaching
Selecting transcript lines in this section will navigate to timestamp in the video
- We've gone over many exercises and techniques throughout the course. Now, I want to show you how this looks in real life. Let's look at some one-on-one coaching sessions and notice how quickly these small easy changes can help us communicate with confidence. Cori, let's hear you present. - Okay. So when developing an online course, the first thing that you'll want to consider is whether the course is synchronous, asynchronous, or both. From there, you want to choose which technologies you might want to use to deliver the course. And there are a lot of variables to consider. One of the variables that you might want to consider is who your audience is, what technologies they have, and how much time they have to dedicate towards the course. - That was very nice. Okay, let's lose the paper now. - Okay. - Okay. And I want to try something. One of the ways to bring out inflection in our voice is to use strong hand gestures. Because you have a tendency, also when you're holding a piece of paper, the tendency is it weighs us down, so it's good that your hands are free now. Now you can speak using your hands and you'll find that there's more inflection in your voice. Okay? - Yes. - All yours. - When you're designing an online course, the first thing you want to decide is what kind of format you're going to be working in. Do you want to make your course synchronous, asynchronous, or maybe even both? And the way that, I'm sorry. It's just feeling very weird to-- - I know, and I want it to feel weird, because that's a good sign, it shows you're trying. - Okay. - Now, let's take advantage of this pause. When you use your hands, and I'm going to exaggerate to make a point, sometimes you kind of do it in a loosey goosey manner, suggesting should I use my hands? Should I not use my hands? And when we do that, it makes us look tentative. So what I want you to do is strong hand gestures deliberately, I meant to use my hands. - Okay. - Okay? Going to feel weird, okay, but I want strong hands. - There are really two types of courses that you can create when you're creating an online course. One is synchronous, the other is asynchronous. Actually, there's three types, because you can actually have a combination of both synchronous and asynchronous. A synchronous course has to happen at the same time. We're not in the same physical location, but we are in the same space and time, which means I'm on my computer at home in my space, at the same time that you're at home on your computer in your space. - I thought that was fantastic. Cori, thank you so much. - Thank you. - That was really good. - Thank you. - Really nice. - Thank you so much. - Thank you.

### Slowing down coaching
Selecting transcript lines in this section will navigate to timestamp in the video
- We're all set to go, Josh. - Okay, so what I want to talk to you about today is my role as a producer. So as a producer of educational content, one of the things that I do is I work with great professors from all over the nation to bring them in and help them develop their content that they're the expert at. So a lot of these people are used to teaching in the classroom or used to speaking in a lot of engagements across the nation, and I need to make their content work for a different medium, for video and for some audio, the different ways that we teach. - Very nice, Josh. You come across as very natural. I want to try something. - \[Josh\] Sure. - Bit of a tendency to speak quickly. So I want to slow you down. When I hold my hand up like this, it means don't talk. When I do this, it means talk. What I'm looking for are the natural breakpoints. So good morning, everybody. My name is Josh Mitchell. Today, okay? It's going to be a little bit awkward for a moment or so. We're going to step on each other's toes, so please be patient with me, okay? - Sure. - Okay, and breathe, and here we go. - So my name is Josh Mitchell, and what I do in my role as a producer, and what that means is I work with great authors from all over the nation to have them come and teach their content in a video format. So one of the first steps in doing that is I meet with them to discuss the course, and then we talk about when we're going to film the course. And so they come back with some of the materials that they've written and other pieces that they want to include in the course, and then I take those and review them and decide if they'll work in our format. - Very nice. Feel the difference? - Yeah, yeah, it's different. - Good, there's even room to slow you down a little bit more, and all of this is going to make you even more articulate. I want you to try something, Josh. - Sure. - Slightly stretch the vowel sounds in each word. It's going to sound really weird to you, and if it sounds weird to me, I'll tell ya. But slightly stretch the vowel sounds in each word because what that does is it forces you to linger longer over what you're saying as you're saying it. So if you see me do this symbol, it means stretch the vowels, and I may do this, too, just to slow you down, as well. - Can you give me an example of what that might sound like? - My name is Jeff Ansell, and today, I want to focus on communicating with confidence. Slightly stretching the vowel sounds. - Okay. - Okay? Whenever you're ready. - So my name is Joshua Mitchell, and what I do in my role is a producer. I'm a producer of educational content. And what that looks like is to work with great professors and teachers from all over the world to take their content and adapt it to a video format. And I do that by working with them on content they've already created, so things that they know well and have taught and already have pieces put together. So a lot of what I do is taking these things and organizing them in a way that will work as a video presentation. Is that kind of what you're talking about? - \[Jeff\] That's perfect. - Okay. - Want to try one more thing with ya, okay? I want to add just a layer of facial expression so that when you say something, it looks like the look on your face is going to reflect what it is you're saying. And the best way to do that is always to use your eyes. I've got good news. I've got disturbing news. Let's have a little more facial expression out of ya, and if you're able to do the other things, that's great, but we're doing one thing at a time, too. So right now we're going to focus on facial expression. - Okay, one of the challenging pieces of education today is really the pain point of people having to afford these very expensive institutions and the cost that they incur and the debt, and it can be really, really challenging for a young person coming out of school to have to own that debt and live with it for many, many years and some not even being able to pay it off, and that's a big concern for people. And that's a major concern for what's happening today in education. - Josh, that was great, thank you very much. - Thank you so much. - Got a lot of good stuff from ya. - I appreciate your help. - That's wonderful, thank you.